

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application. Claims 1-74 stand as withdrawn claims. Claims 76-92 have been amended herein. Claims 93 and 94 have been newly added.

75. (Original) A product location information retrieval system in a retail establishment comprising:

a computer terminal with an optical reader arranged to receive a data input query from the customer using the terminal and relating to a product located in a product access zone; and

a display for displaying an image of a product to be accessed by the user.

81 76. (Currently amended) The A system as claimed in of claim 75, wherein the optical reader is a bar code reader which ~~functions to~~ generates the query by scanning a bar code symbol.

77. (Currently amended) The A system as defined in of claim 75, further comprising:

means for delivering display format information for the display associated with a terminal; and

means for configuring the data to be presented on the display according to the display format information.

78. (Currently amended) The A system as defined in of claim 77, wherein the display format information includes the number of characters in a horizontal line in the display.

79. (Currently amended) The A system as defined in of claim 77, wherein said the means for configuring the data includes means for scaling the data to the size of the display.

80. (Currently amended) The A system as defined in of claim 77, wherein the display is included in the housing of the terminal.

81. (Currently amended) The A system as claimed in of claim 75, wherein the query is relayed to a server and the terminal receives responsive data from the server using wireless communications.

82. (Currently amended) The A system as claimed in of claim 75, wherein the product access zone corresponds to a region in the vicinity of the terminal in which the product is located.

83. (Currently amended) The A system as claimed in of claim 75, wherein the terminal includes a positioning system and the displayed image indicates the location of the product with respect to the current detected position of the terminal.

84. (Currently amended) The A system as claimed in of claim 75, wherein the terminal display provides a map of the product access zone.

85. (Currently amended) The A system as claimed in of claim 75, wherein the terminal is a mobile, hand-held terminal.

86. (Currently amended) The A system as claimed in of claim 75, wherein the display indicates the position of the terminal on a map.

87. (Currently amended) The A system as claimed in of claim 75, in which the product access zone comprises a shelf location.

88. (Currently amended) The A system as claimed in of claim 75, wherein the terminal ~~is arranged to display~~ an image of the product on sale.

89. (Currently amended) The A system as claimed in of claim 75, wherein a user ~~inputs~~ provides information identifying the user to the system *via* a magnetic card swipe slot.

90. (Currently amended) The A system as claimed in of claim 85, wherein the terminal displays product offers related to the user's personal buying patterns and/or preferences the selection of such offers being derived from a database associated with the user identification information.

91. (Currently amended) The A system as claimed in of claim 86, wherein the terminal further includes a speaker and a voice synthesizer for providing product or other information corresponding to the user's preference.

92. (Currently amended) The A system as claimed in of claim 81, wherein the mobile terminal includes a range alarm ~~arranged to be~~ activated if the terminal leaves the product access zone.

93. (New) A methodology for locating a product in an enclosed environment, comprising:

providing a portable terminal to a user which is utilized within the enclosed environment;

receiving a signal that provides information relating to specified products within a pre-defined radius of the user; and

displaying an image of each of the specified products *via* the portable terminal.

94. (New) A system that provides product information to a user, comprising:
means for sending a locating signal to a hand held terminal;
means for receiving a signal *via* hand held terminal indicative of at least one
product within a product access zone;
means for associating at least one image with at least one product located within
the product access zone; and
means for displaying the at least one image on the hand held terminal.
